

PRIZE JINGLES

EL PASO BRICK CO., \$5.00 in gold.
Won by Elizabeth Williams, 221 W. Rio Grande St.
Check will be mailed.
O be a brick and buy a brick, and build ye up a town!
The desert's drifting fast away, the mountain's slipping down—
El Paso Brick—the company can make 'em by the ton—
So be a brick and buy a brick, for 'dobe days are done!

SHELDON JEWELRY CO., solid gold lavalliere for a lady, or solid gold tie pin for a man.
Won by Mrs. Burton J. Tuttle, 1530 Mundy Ave.
Hello, Santa, do you want some good advice
Where to buy the best jewelry at the lowest price?
Just betake yourself to two-O-nine North Oregon St.
And feast your eyes on a wonderful treat.
Such a gorgeous display of gems pure and rare
Sheldon Jewelry Co. is the name, pay a visit there.

NATIONS' MARKET, \$1.50 in merchandise.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
At "Nations' Market" may be had
Things to make the housewife glad.
Blue Valley Butter, fancy meat,
Everything that's good to eat.
"Cash or Credit with Delivery free,"
You can't do better, it seems to me.

HOTEL SHELTON CAFE, \$1.00 cash.
Won by Mrs. E. Walker, 702 E. P. & S. W. Blvd.
Why let your dear ones on Xmas day,
Worry and work their lives away.
When such a treat you could give them seldom
As taking them to dine at *Hotel Sheldon*.
A dollar a person is all you'd have to pay.
And the family can help you enjoy the day.

T. H. ROGERS & CO., \$3.00 in merchandise.
Won by Mrs. Burton J. Tuttle, 1530 Mundy Ave.
Hurrah for *Rogers*, the big furniture store,
When buying there you're sure to get more
For their prices are lowest, their goods are the best,
And for years here at home, they've stood the test.
Now their reward, why their new home big and fine,
Doesn't that prove they carry the best line?

EL PASO PHONOGRAPH CO., \$1.00 cash.
Won by Mrs. R. L. Parker, 1112 Laurel St.
Jingle, jingle, jingle! Down on Texas street,
Such wonderful strains of music mine ears do greet.
Wondering what great musicians could be gathered
On one floor
In the *El Paso Phonograph Co.*'s up-to-date store,
I stepped inside to see if something I'd missed
Then the mystery was all explained—'twas the Edison Diamond Disc.

GUARANTEE SHOE CO., \$1.50 in merchandise.
Won by Mrs. E. J. Preston, 1107 N. Florence St.
For shoes that are stylish and shoes that have class,
The *Guarantee* shoe store I'm sure you'll not pass.
Be your feet short and stubbed or tiny and small,
This store can sure fit you in a few minutes call.

SOL I. BERG, \$2.50 in merchandise.
Won by Harriet Sherod Winans, 408 River St.
Father wants a nice new shirt, an overcoat and hat,
A whole new suit and mittens with fur on like our cat.
And then he'd like a fancy vest, some collars and a tie,
And mother's awful worried 'cause the prices are so high.
But now I'm going to tell her exactly what I've heard
That the very place to get them is down to *Sol I. Berg's*.

KRAKAUER, ZORK & MOYE'S SUCCS., INC., \$4.00 in merchandise.
Won by J. H. Dugan, 908 Octavia St.
If you wish to be rid of your shopping annoyances,
Just step round to *Krakauer, Zork & Moyer's*.
Use and beauty here you'll find,
With quality and worth combined.
Get the habit: get the knack.
Always ask for *Krakajack*.

LONGWELL'S, \$2.00 cash.
Won by Mrs. Leslie G. Pearson, 2127 Tularosa St.
Longwell has done so well so long.
He has to keep moving the public along.
If you want to go—no matter where—
Call *Longwell* up. He'll get you there.

W. G. WALZ CO., \$2.00 in cash.
Won by Mrs. Chas. A. Cunningham, Box 156, Alamogordo, N. M.
Check will be mailed.
The *W. G. Walz* is the best store in town:
For fine Xmas gifts for the whole family 'round;
But the best gift for me,
As I think you'll agree,
Is a Victrola hanging on my Xmas tree.

THE JITNE CO., \$5.00 in service.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
When his sled broke down, Santa cursed his luck
And he "phoned" for a "Jitne" motor truck.
Now the "Jitne" people strive to please,
So they sent help to transfer the gifts with ease.
Santa was so pleased with the service he'd seen
That he asked to go home in a limousine.

BRYAN BROS., \$1.00 in merchandise.
Won by Mrs. Robert H. Traylor, 526 W. Missouri St., Apt. B.
Adam and Eve sat on some rocks,
Said Eve to Adam, "Who mends your socks?"
Said Adam to Eve, "These are Holeproof Hose,
What I need now are some Kirschbaum Clothes."
So to *Bryan Bros. Clothing Store* this couple went their way
As the prehistoric Adam would had he lived in this modern day.

SWANSON THE TAILOR, \$1.00 cash.
Won by Mrs. Violet Attkin Locke, 407 Nevada St.
Swanson, the tailor, can make you look trim
If a new suit you need, you'd better see him.
All the late patterns he keeps right in stock
Down in his shop in the Sheldon block.

SILBERBERG BROS., \$2.00 in mose.
Won by Mrs. John D. Meriwether, Pecos, Tex. Credit memo will be mailed.
Jingle, jingle, bracelets, bangles,
Watches, clocks and diamond rings,
At *Silberberg Brothers*, right on the corner,
They have all those—and other things.

SCOTT WHITE & CO., \$3.00 in merchandise.
Won by Mrs. R. B. Bias, 1111 N. St. Vrain St.
Scott White & Co. is the place to go,
They set the pace and it is not slow.
A prescription they fill or sell you a pill,
A camera, razor or powder and perfume they will.
There are many things here that would bring good cheer
At Xmas time or any time throughout the year.

UNION BANK & TRUST CO., \$2.00 savings account.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
Start the youngsters right with a savings account,
Teach them to save the pennies 'till dimes they count.
Then have them hang to the dimes, tho' they "holler"
'Till they've saved enough to make a dollar.
The "Union Bank & Trust Co." will take this amount
And pay interest upon it, without any doubt.

THE POPULAR DRY GOODS CO., \$1.00 in merchandise.
Won by Mrs. W. P. Winter, 526 W. Missouri St.
"Meet me at *The Popular*," is what we often hear.
We can always get what'er we want, for those who are most dear,
From a big and full grown trousseau, to a rattle or a toy.
They have the best of everything, to please a girl or boy.

So "Meet me at *The Popular*," corner of Mesa and San Anton,
There's no need of going elsewhere, and then say,
"James, please HOME!"

PERITY BAKING CO., 5-lb. "Perity" fruit cake.
Won by Fanny E. Blackley, 2413 Gold St.
Rah! Rah! Rah! Who are we?
Our well known shop is the *Perity*.
Our far-famed bread, the "Buster Brown,"
Is known by all as the best in town.
And lots of goodies besides we bake,
And now for this jingle, I will "take the cake."

C. C. KIEFER, \$1.00 in merchandise.
Won by Fanny E. Blackley, 2413 Gold St.
Now is the time when the girls and boys
Are flocking to *Kiefer's* to see the toys.
With sparkling eyes, and wistful looks,
Watching the dolls and drums and books.
Parents, buying their presents here,
Insure Merry Christmas and Happy New Year.

SANTA FE FUEL CO., \$2.00 cash.
Won by George C. Earnest, Box 698, Morenci, Ariz.
Check will be mailed.
To make ev'ry Christmas time jolly, you know,
There must in all fireplaces be a bright blow.
Nor need there be ashes, nor clinkers, nor slate,
The *Santa Fe Fuel* will, ere it is late,
Fill every bin with the purest of coal,
For "Satisfied Customers" is their one goal.

GENEVA JEWELRY CO., \$3.00 in merchandise.
Won by Mrs. R. V. Jones, 2416 Alamogordo St.
Valuable articles are in small packages found
And valuable articles here abound.
Our store we know is not immense,
But we'll save you many \$'s and cents.
The "Geneva Jewelry Co." is a place of renown
For Christmas presents not elsewhere found.

POTTER CONFECTIONERY & FLOREAL CO., 3-lb. box fruit and nuts.
Won by Mrs. Emma M. Bule, 1531 Kentucky Ave.
Potter's for flowers, and *Potter's* for sweets,
Potter's for sodas, and *Potter's* for eats;
Potter's for lasses, and *Potter's* for lads,
Potter's for mother, and *Potter's* for dad.
The cheeriest place for savant or clown,
The model confectionery shop of the town.

UNION CLOTHING CO., \$1.50 in merchandise.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
The "Union Clothing Company" sell
A line of goods that please men well.
"Adler-Rochester Clothes" and "Interwoven Sox"
(Buy these by the pair or by the box.)
Now after wearing all the rest
Just try these, they're "Best by Test."

SHEERS-LAZENBY CO., \$3.00 in merchandise.
Won by C. F. Cleveland, Jr., 2620 Lebanon St.
Old Santa's heart sings as he makes his rounds
For his pack with most useful things abounds;
He has stocked up with practical gifts galore,
Things to use and to cherish forevermore,
Things that he knows will please the more
Because they came from *Sheers-Lazenby's* store.

CHAS. ROKAHL, \$1.50 cash.
Won by Mrs. Leslie G. Pearson, 2127 Tularosa St.
If you have aching or crippled feet,
See *Chas. Rokahl* on Texas street.
The "Wizard" with last and awl
Makes new shoes to fit your feet,
Mends old shoes firm and neat.
Give *Rokahl* a call.

J. F. PRIMM & CO., a fussy package for fastidious folk.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
At "Primm's" four stores you will find
Candies of a different kind.
"Fussy Packages for Fastidious Folk"
(This is candy—not a joke.)
But, if you want a gift for "him,"
Why not buy "Cigars" from "Primm."

COMMERCIAL OFFICE SUPPLY CO., \$2.00 in mose.
Won by C. F. Cleveland, Jr., 2620 Lebanon St.
Old Santa Claus when interviewed by a Herald reporter said:
"For Christmas gifts there is a store which looms far, far ahead;
It is the new but busy store right down on Texas St.
Which handles paper, pens and ink, and letter files so neat.
A lady, child or business man can find true satisfaction
At the *Commercial Office Supply* store—it's open for your inspection."

CURTIS'S BOOK STORE, \$1.00 Christmas book.
Won by Miss Edna Oberholser, Box 127, Hurley, N. M.
Here is the book for which you look,
Whether of Fiction, Fact or Lore;
Remember the place and follow your face,
Until you arrive at the *Curtis's Book Store*.



Greetings

While all Herald advertising has always been successful, it remained for the Jingle Christmas Tree to fully demonstrate how successful it could be under special conditions. This contest met with the greatest response of any idea ever carried out in the Herald's advertising department. When you take into consideration the really small proportion who can write jingles and the enormous number of answers that came in, there is no doubt that the firms represented in the contest received an immense amount of publicity. The jingles presented here are those which each advertiser selected as best. This selection was made absolutely on the merit of the jingle from the merchant's standpoint and no advertiser knew to whom he was awarding his prize. Each jingle sent to the Herald office was in turn sent to the advertiser. The contest was given a number, which number was placed on each jingle submitted, but the name belonging to that number was held secret in the Herald office. The Herald congratulates the winners, in fact The Herald congratulates all subscribers who took part in the Jingle Christmas Tree as even those who did not win real prizes were well rewarded in the pleasant pastime and mental recreation they had in writing jingles. The various winners living in El Paso will please call at the Herald office (unless otherwise instructed) and receive identification cards to the various merchants. The advertisers will send credit memorandum or mail check, as the case may be, to out-of-town winners. The Jingle Man extends Yuletide Greetings to jingle contestants and jingle advertisers with a promise that a similar contest will be conducted by The Herald next Christmas.

H. G. SCHNEIDER, \$1.00 cash.
Won by J. W. Jourdan, Box 67, Las Cruces, N. M. (Check will be mailed.)
The best place in El Paso to get choice meat
Is at H. G. Schneider's on South El Paso street.
You will find all his goods to be the best.
It is for this reason he leads all the rest.
Just take down the receiver and call one-four,
And he will "deliver the goods" to your door.

GEO. D. KENDALL, \$5.00 in merchandise.
Won by Harriet Sherod Winans, 408 River St.
I saw that he tottered; that his eyes had grown dim,
And I knew that Geo. Kendall could give light to him;
So I wrote to old Santa, and told him, that night,
About the one fellow who "Makes Glasses Right,"
And Santa was happy—as happy as can be—
He hurried toward Mesa,—to *Kendall's*, you see.



SPECIAL NOTE
ALL Jingle Advertisers are busy—very busy. Jingle Winners are asked to anticipate their wants as much as possible when they go to collect their prizes.

STANDARD CASH STORES, one 10-lb. grain fed, dry picked, famous Blue Ribbon turkey.
Won by Mrs. R. V. Pearson, 505 Montana St.
An enterprising company, in an enterprising town
Have started a system, to bring the prices down;
"The high cost of living" is the cry of the times.
People are always eager to save their nickels and dimes.
The "Standard Cash Stores" this opportunity gives.
One-fourth less for cash, they live and let live.

PEYTON'S MARKET, 10-lb. Turkey.
Won by C. V. Jackson, 312 N. Octava St.
Peyton's Market's managed right
According to my appetite,
And my appetite's the guy
That always tells me where to buy
Turkeys, chickens, geese and eggs,
Porterhouse and mutton legs.

TEXAS ELECTRICAL SUPPLY CO., \$1.00 flashlight.
Won by A. W. Frost, Clint, Texas.
Having lived out on a ranch
I have never had the chance
To buy things electric from your store;
But when passing by, I stop,
And country like, I gap,
And long for such utensils more and more.

WESTERN FURNITURE CO., \$3.00 rug.
Won by Madeline Frey, 1807 Wyoming St.
The gifts I give this Christmas will fill every heart with joy.
I am, oh, so tired of giving some simple little toy.
For Dad I'll get a leather chair, for mother a library table,
For sister Ann a nice new rug. I know she isn't able.
The place I'll go, if you want to know, is the *Western Furniture Store*.
I'll get the goods, at the right price, and—
Won't have to walk till my feet get sore.

STAR DRUG CO., \$1.50 box "Gardenglo" face powder.
Won by Mrs. C. Murray, 405 E. Missouri St.
The "Star" Drug Company they'll always be,
For they head the list, I am sure you'll see,
Where their name is a fine description,
And they give quick service for any prescription.
They have beautiful gifts for Christmas or New Year,
So this is the place to find good cheer.

RIO GRANDE VALLEY BANK & TRUST CO., \$5.00 in Rio Bank stamps.
Won by Geo. C. Earnest, Box 698, Morenci, Ariz.
No more solid comfort can be gained in a day
Than by starting to put all your pennies away.
There's no better time to begin it than now.
So ask for the "Rio Bank" Stamps and learn how.
And more joy will be yours at Christmas next year:
An account with this Bank is a source of real cheer.

FANT COFFEE CO., \$1.00 in merchandise.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
"The cup that cheers," I have no doubt
You've often read or heard about.
I searched for this cup the wide world o'er
And found it at last in an El Paso store.
"The cup that cheers" you'll find, my friend,
Is "Fant's" best coffee—"Sunset Blend."

FULTON MARKET, \$1.00 in merchandise.
Won by Harriet Sherod Winans, 408 River St.
If you're wanting a turkey, a duck or a fish—
With celery, cranberries—or fruit ripe and rich;
Or oysters for dressing, or quail for your toast,
Just go to the "Fulton," you'll get there the most.
The fish will be scaled, the turkey all dressed—
You may try every market, but the "Fulton's" the best.

A. D. FOSTER CO., \$3.00 in merchandise.
Won by Mrs. O. A. Critchett, 1515 Montana St.
A. D. Foster's the jewelry-man
Who's selling Xmas gifts as fast as he can.
Old Santa demands brooches, bracelets and rings,
Scarfpins and lavallieres, all sorts of things,
Until *Foster's* clerks are worn to a frazzle
Filling Xmas orders that make their eyes dazzle.

JENKINS PIANO CO., \$1.00 cash.
Won by Mrs. D. N. Reid, 1622 Boulevard.
When you wish a piano don't stop for dickering,
Go to *Jenkins Piano Co.* and buy a Chickering.
It is the best piano on earth today,
To buy a Chickering will always pay.
Their player-pianos with truth I can say
Will make your home bright, and drive dull care away.

LAWRENCE ELECTRIC CO., \$2.65 electric iron.
Won by Mrs. E. W. Cady, Tucuman, N. M.
If I could have for Christmas the things I wish for most,
I'd choose an electric toaster and make me nice crisp toast.
Or would it not be jolly to change the night to day
With a new electric reading lamp? I would I'm here to say.
For all electric fixtures, so perfect and complete
I'd buy of *The Lawrence Electric Co.*, 206 Mills St.

EL PASO DAIRY CO., 1-lb. "Pride of El Paso" Butter.
Won by C. F. Cleveland, Jr., 2620 Lebanon St.
Baby bye, here's some milk,
Rich and clean and "fine as silk."
Of all others let's be chary
Patronize the *El Paso Dairy*.

CRYSTAL PANTATORIUM, \$2.50 cash.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
In order to always look fresh and new
(Just listen, I'll whisper a secret to you)
A suit must be cleaned and a suit must be pressed,
And the "Crystal Pantatorium" leads all the rest.
If you wear an old suit, to the Christmas day dinner
Just have it cleaned by the "Brothers Winner."

EL PASO PIANO CO., \$3.00 velvet piano scarf.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
"The piano by which all others are measured,"
That's why a "Steinway" is so greatly treasured.
"Mr. Schütz" sells these, and other makes too,
He'll be glad to demonstrate these for you.
While there an "Aeolian-Vocalion" hear
And buy yourself one this coming year.

HOTEL ZEIGER, 2 Christmas dinners.
Won by Madeline Frey, 1807 Wyoming St.
Oh! I'm so hungry, *Zeiger's* for mine
I am always there at dinner time.
On Christmas or any other day,
You will always be served in the very best way.
Phone 2300 and arrange the date,
And dinner will be ready so you won't have to wait.

ELITE LAUNDRY CO., \$3.00 in trade.
Won by Mrs. C. Murray, 405 E. Missouri St.
Any old thing you wish to send,
We'll wash it clean and also mend,
Mr. Spick and Miss Span will everything fix,
If you will call two one seven six,
The *Elite Laundry* on Oregon street,
Has all modern fixtures to make it complete.

DUNN'S MUSIC STORE, \$1.00 in merchandise.
Won by Miss Edna Oberholser, Box 127, Hurley, N. M.
Music has charms, and never harms,
Provided you have the best;
The Pianos from *Dunn's* are the only ones,
To make good under every test.

BEQUOR MOTOR CO., radiator ornament.
Won by Mrs. B. T. Link, Las Cruces, N. M., Box 567.
When you go to the office, the market, or town,
A "jitte" will do to carry you down,
But to take your sweetheart to drive, afar,
Call 2-6-0-7, for a *Maxwell Car*.

STEWART TITLE GUARANTEE CO., \$5.00 Gold.
Won by W. C. Myers, Pima, Ariz. (Check will be mailed.)
"I've heard of a firm," said old Santa Claus,
"That's well-versed in titles and abstract laws,
Their work's guaranteed as correct, you see,
It's done by the 'Stewart Title Guaranty.'
I could find out of them, I'm sure that I could,
If my North Pole title is really good."

EL PASO GAS CO., \$3.00 on any gas appliance on sale.
Won by Clara S. Rice, 1929 Magoffin.
There's no wood to chop and no coal to bring,
And the housewife, working, doth gaily sing,
For the *El Paso Gas Company's* range is there,
And the kitchen is neat beyond compare.
The food is most perfectly cooked with ease,
While in praise of the gas range the family agrees.

EL PASO ELECTRIC RY. CO., \$2.00 electric iron.
Won by Mrs. Robert H. Traylor, 526 W. Missouri St.
The *El Paso Electric Railway Co.* has lots of useful gifts,
Each one will fill a long felt want so throw away makeshifts.
The Electric way is the cleanest way and the quickest
for household tasks,
And an Electric "maid" as a daily aid is all the housewife asks.

QUICK TIRE SERVICE, \$2.00 cash.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
Got a blow-out? We should worry,
"Quick Tire Service," sure will hurry.
Miles and miles out? We don't care,
"Quick Tire Service" will come there.
Open every hour in the year,
"Quick Tire Service" brings good cheer.

CHINA PALACE, 42-piece dinner set, value \$5.00.
Won by Mrs. A. Magee, 1215 Myrtle Ave.
The "China Palace" is the place to go—
For all of their things are priced very low—
China, and glass, dolls, and toys,
Everything here for girls and boys.
"Phone" 319—or better, come see—
And then I know we will both agree.

DRS. BOWLBY & BOWLBY, \$2.00 cash.
Won by Mrs. I. N. Langston, 1412 Dakota St.
Isn't it a shame, that drugs of any name
Should be taken into man!
Let *Bowlby* and *Bowlby* prove as they can,
That syrups, lotions, capsules and pills
Do nothing more than run up big bills.

FELDMAN'S, \$2.00 in merchandise.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
The "Feldman Company" appeal to me more
As the "Feldman Studio" than a store.
The pictures they sell and the photos they take
Will many a glad Christmas and New Year make
And their "Autographic Kodak" is so very fine
I'm buying one for that boy of mine.

SHELTON-PAYNE ARMS CO., \$2.50 in merchandise.
Who wrote this? Notify Jingle Man, Herald—Name was lost.
Like Mary quite contrary, when asked how her garden grew,
I said 'twas fine and dandy, don't you wish you had one, too?
Then sudden like an earthquake, in just a single night
The whole blank bunny family, ate every single bite,
To *Shelton-Payne* I hied me and got a Parker gun
And now it's not the bunnies that's having all the fun.

BOSS RUBBER CO., \$2.50 in merchandise.
Won by Mrs. Frank Overton, 2418 Alamogordo St.
Hurrah! Hurrah! Who are we?
"The Boss Rubber Company."
"Kelly-Springfield" tires we sell,
And "Other Standard Makes" as well.
While our business is mostly wholesale,
We also sell goods at retail.

FISCHBEIN BROS., \$5.00 on any suit or overcoat.
Won by Geneva Richardson, 1216 Texas St.
At Christmas time you must look well,
Listen! I will try to tell,
Where you can get your clothes to fit
Without being vexed one bit.
Fischbein Bros., at the City National Bank,
Are the ones who have clothes for men of all rank.

R. V. PEARSON, \$5.00 off on suit or overcoat order.
Won by Geneva Richardson, 1216 Texas St.
R. V. Pearson, he's the man
Who will your suits and shirts all plan.
He'll make you Christmas prices grand
And you'll be glad that he's on hand
To dress you warm for cold and sleet.
Pearson, he lives down on Texas street.